

# ORDER



**Orders**  
**Order / Rev:** 167893  
**Alt Order #:**  
**Product Desc:**  
**Estimate:**  
**Flight Dates:** 11/03/12 - 11/06/12  
**Original Date / Rev:** 11/01/12 / 11/01/12  
**Order Type:** GENERAL

**KOB**

**Primary AE:** Olivia Lawrence  
**Sales Office:** KOB  
**Sales Region:** Local

**Agency**  
**Name:** Karen Montoya for PRC  
**Buying Contact:** Mark Fleisher  
**Billing Contact:**  
 1504 Clancy NE  
 Albuquerque, NM 87112

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Karen Montoya for PRC  
**Demographic:** A25-54  
**Product Codes:** PL1  
**Priority:** 99  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:** 06/02/13  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	15	\$2,825.00	\$2,401.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	15	\$2,825.00	\$2,401.25	0.00
<b>Totals</b>	<b>15</b>	<b>\$2,825.00</b>	<b>\$2,401.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KOB	33%	\$2,825.00
Market	100%	\$8,560.61

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	0%	\$0.00
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	0%	\$0.00
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	0%	\$0.00
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	67%	\$5,735.61

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Advertiser: Karen Montoya for PRC  
Product Desc:  
Estimate:

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	11/04/12	11/04/12	Chris Matthews Chris Matthews	CM	Su 830a-9a	-----S	:30	1	\$25.006		0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S			1		\$25.00	0.00					
2	All	11/04/12	11/04/12	Sunday Today Sunday Today	CM	Su 7a-8a	-----S	:30	1	\$75.007		0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S			1		\$75.00	0.00					
3	All	11/04/12	11/04/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p	-----S	:30	2	\$400.006		0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S			2		\$400.00	0.00					
4	All	11/05/12	11/06/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	11-----	:30	2	\$275.006		0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	11-----			2		\$275.00	0.00					
5	All	11/05/12	11/05/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	2-----	:30	2	\$75.006		0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	2-----			2		\$75.00	0.00					
6	All	11/05/12	11/05/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	1-----	:30	1	\$225.006		0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	1-----			1		\$225.00	0.00					
N 7	All	11/05/12	11/05/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	1-----	:30	1	\$400.004		0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	1-----			1		\$400.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	All	11/05/12-11/11/12		News 4 @ 6p M-F		M-F 6p-632p	M-----	:30		<del>(\$400.00)</del>		0.00	NM		
Credited															
[Time period not available]															
8	All	11/05/12	11/05/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	1-----	:30	1	\$200.007		0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	1-----			1		\$200.00	0.00					
9	All	11/05/12	11/05/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	1-----	:30	1	\$400.006		0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	1-----			1		\$400.00	0.00					
N 10	All	11/03/12	11/04/12	Notre Dame Football Notre Dame Football	CM	Sa 12noon-930p (1:30 PM-5:00 PM)	-----S-	:30	1	\$125.006		0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S-			1		\$125.00	0.00					
N 11	All	11/03/12	11/04/12	News 4 Special Sa 5p-530p News 4 Special Sa 5p-530p	CM	Sa 5p-530p	-----S-	:30	1	\$75.007		0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S-			1		\$75.00	0.00					
N 12	All	11/03/12	11/04/12	News 4 Special Sa 530p-6p News 4 Special Sa 530p-6p	CM	Sa 530p-6p	-----S-	:30	1	\$75.007		0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S-			1		\$75.00	0.00					

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N 13	All	11/05/12	11/06/12	News 4 @ Midday M-F	CM	M-F 12noon-1p	M-----	:30	1	\$125.00	4	0.00	NM	1	\$125.00
News 4 @ Midday M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----			1			\$125.00		0.00			

\*Tax 1 Note: ABQ 7%. Totals 15 \$2,825.00